

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 16-22, 1984 2

| Program Name | | New York Time | | Day | Ntwk | NIELSEN AVERAGE AUDIENCE | | No. Sta. | Prog. Covg. | Program Name | | New York Time | | Day | Ntwk | NIELSEN AVERAGE AUDIENCE | | No. Sta. | Prog. Covg. | | |
|------------------------------|--|---------------|-----|------|------|--------------------------|------|----------|-------------|--------------|------------------------------|------------------|-------|-----|------|--------------------------|--------|----------|-------------|-----|----|
| | | Duration | | | | Households (000) | % | | | Share % | | Households (000) | % | | | Share % | | | | | |
| EVENING | | | | | | | | | | | | | | | | | | | | | |
| A TEAM | | 8:00 | 60 | TUE. | N | 18,520 | 22.1 | 35 | 210 | 99 | KATE & ALLIE | | 9:00 | 30 | MON. | C | 13,740 | 16.4 | 25 | 196 | 99 |
| ABC BUSINESS BRIEF-MON | | 8:58 | 01 | MON. | A | 12,150 | 14.5 | 22 | 204 | 99 | KNIGHT RIDER | | 8:00 | 60 | SUN. | N | 11,980 | 14.3 | 24 | 204 | 99 |
| ABC BUSINESS BRIEF-WED | | 8:58 | 01 | WED. | A | 13,320 | 15.9 | 25 | 205 | 99 | KNOTS LANDING | | 10:00 | 60 | THU. | C | 11,560 | 13.8 | 24 | 199 | 98 |
| ABC BUSINESS BRIEF-FRI | | 8:44 | 01 | FRI. | A | 12,650 | 15.1 | 26 | 194 | 98 | LOVE BOAT | | 9:00 | 60 | SAT. | A | 14,670 | 17.5 | 30 | 206 | 99 |
| ABC MONDAY NIGHT MOVIE | | 9:00 | 120 | MON. | A | 10,390 | 12.4 | 20 | 205 | 99 | MAGNUM, P.I. | | 8:00 | 60 | THU. | C | 15,500 | 18.5 | 30 | 202 | 97 |
| ABC MOVIE SPECIAL(S) | | 9:00 | 120 | WED. | A | 10,480 | 12.5 | 21 | 205 | 99 | MAMA MALONE | | 8:30 | 30 | WED. | C | 8,970 | 10.7 | 17 | 195 | 98 |
| ABC NEWSBRIEF-M-F | | VAR | VAR | M-F | A | 10,990 | 13.1 | 21 | 195 | 97 | MASQUERADE | | 9:00 | 60 | FRI. | A | 8,880 | 10.6 | 18 | 195 | 97 |
| ABC NEWSBRIEF-SAT. | | 9:58 | 01 | SAT. | A | 13,160 | 15.7 | 27 | 203 | 99 | MASTER | | 9:00 | 60 | FRI. | N | 8,720 | 10.4 | 18 | 171 | 93 |
| ABC NEWSBRIEF-SUN. | | 10:05 | 01 | SUN. | A | 15,420 | 18.4 | 32 | 199 | 98 | MATT HOUSTON | | 10:00 | 60 | FRI. | A | 11,400 | 13.6 | 25 | 198 | 98 |
| ABC SPORTS UPDATE-SAT | | 8:58 | 01 | SAT. | A | 13,740 | 16.4 | 29 | 202 | 99 | MOVIE OF THE WEEK-SAT(S) | | 9:00 | 120 | SAT. | N | 9,390 | 11.2 | 20 | 190 | 96 |
| ABC SPORTS UPDATE-SUN | | 8:31 | 02 | SUN. | A | 13,070 | 15.6 | 26 | 200 | 99 | MOVIE OF THE WEEK-TUE(S) | | 9:00 | 120 | TUE. | N | 17,770 | 21.2 | 34 | 205 | 99 |
| ABC SUNDAY NIGHT MOVIE | | 9:00 | 148 | SUN. | A | 15,000 | 17.9 | 32 | 205 | 99 | NBC MONDAY NIGHT MOVIES | | 8:00 | 180 | MON. | N | 14,670 | 17.5 | 28 | 205 | 99 |
| ABC WORLD NEWS TONIGHT | | 6:30 | 30 | M-F | A | 8,130 | 9.7 | 18 | 206 | 99 | NBC NEWS DIGEST-M-F | | VAR | 01 | M-F | N | 11,230 | 13.4 | 21 | 182 | 87 |
| ABC WRLD NEWS TONIGHT-SUN | | 6:30 | 30 | SUN. | A | 4,020 | 4.8 | 11 | 158 | 89 | NBC NEWS DIGEST-2-M-F | | VAR | 01 | MWF | N | 10,640 | 12.7 | 21 | 177 | 90 |
| AFI SALUTE-LILLIAN GISH(S) | | 9:00 | 90 | TUE. | C | 7,210 | 8.6 | 13 | 197 | 98 | NBC NEWS DIGEST-SAT | | 8:58 | 01 | SAT. | N | 7,460 | 8.9 | 16 | 180 | 91 |
| A.K.A. PABLO | | 8:30 | 30 | TUE. | A | 10,640 | 12.7 | 20 | 204 | 99 | NBC NEWS DIGEST-SUN | | 8:58 | 01 | SUN. | N | 11,730 | 14.0 | 23 | 185 | 91 |
| AMERICAN PARADE | | 8:00 | 60 | TUE. | C | 9,720 | 11.6 | 18 | 198 | 99 | NBC NEWS DIGEST-2-SUN. | | 9:59 | 01 | SUN. | N | 9,550 | 11.4 | 19 | 175 | 87 |
| BEAR'S EASTER SURPRISE(S) | | 8:30 | 30 | FRI. | N | 8,300 | 9.9 | 17 | 187 | 95 | NBC NIGHTLY NEWS-SAT. | | 6:36 | 24 | SAT. | N | 5,950 | 7.1 | 15 | 164 | 91 |
| BENSON | | 8:00 | 30 | FRI. | A | 12,230 | 14.6 | 26 | 199 | 99 | NBC NIGHTLY NEWS-SUN | | 6:30 | 30 | SUN. | N | 5,780 | 6.9 | 16 | 171 | 88 |
| BLUE THUNDER | | 8:00 | 60 | MON. | A | 12,570 | 15.0 | 23 | 202 | 98 | NBC NIGHTLY NEWS | | 6:30 | 30 | M-F | N | 8,720 | 10.4 | 20 | 205 | 99 |
| | | | | | | | | | | | | | | | | | | | | | |
| CAGNEY & LACEY | | 10:00 | 60 | MON. | C | 14,330 | 17.1 | 29 | 197 | 99 | NBC REPORTS:ASSAULT(S) | | 10:00 | 60 | FRI. | N | 4,360 | 5.2 | 10 | 192 | 96 |
| CBS EVENING NEWS-RATHER | | 6:30 | 30 | M-F | C | 9,890 | 11.8 | 22 | 203 | 99 | NBC SUNDAY NIGHT MOVIE | | 9:00 | 120 | SUN. | N | 11,310 | 13.5 | 23 | 190 | 96 |
| CBS EVENING NEWS-DEAN | | 6:00 | 30 | SUN. | C | 6,870 | 8.2 | 20 | 180 | 90 | NEWHART | | 9:30 | 30 | MON. | C | 13,740 | 16.4 | 26 | 198 | 99 |
| CBS SAT. NEWS-SCHIEFFER | | 6:30 | 30 | SAT. | C | 7,630 | 9.1 | 20 | 167 | 90 | NEWSBREAK-M-F | | VAR | 01 | M-F | C | 11,400 | 13.6 | 22 | 188 | 94 |
| CBS SATURDAY NIGHT MOVIE | | 9:00 | 120 | SAT. | C | 11,400 | 13.6 | 24 | 200 | 99 | NEWSBREAK-SAT. | | 8:58 | 01 | SAT. | C | 7,040 | 8.4 | 15 | 181 | 91 |
| CBS WEDNESDAY NIGHT MOVIE | | 9:00 | 120 | WED. | C | 11,820 | 14.1 | 23 | 185 | 92 | NEWSBREAK-SUN. | | 9:05 | 01 | SUN. | C | 9,050 | 10.8 | 17 | 199 | 98 |
| CHEERS | | 9:00 | 30 | THU. | N | 12,400 | 14.8 | 24 | 197 | 92 | ONE DAY AT A TIME | | 8:00 | 30 | WED. | C | 10,060 | 12.0 | 20 | 190 | 98 |
| DAFFEY DUCK'S EASTER SHOW(S) | | 8:30 | 30 | MON. | C | 15,000 | 17.9 | 27 | 204 | 99 | REAL PEOPLE | | 8:00 | 60 | WED. | N | 12,230 | 14.6 | 24 | 198 | 98 |
| DIFF'RENT STROKES-SAT. | | 8:00 | 30 | SAT. | N | 11,230 | 13.4 | 25 | 200 | 98 | RIPLEY'S BELIEVE IT-NOT | | 7:00 | 60 | SUN. | A | 9,300 | 11.1 | 21 | 185 | 95 |
| DOUBLE TROUBLE | | 9:30 | 30 | WED. | N | 13,740 | 16.4 | 26 | 192 | 97 | ST. ELSEWHERE | | 10:00 | 60 | WED. | N | 10,730 | 12.8 | 22 | 208 | 98 |
| DUCK FACTORY | | 9:30 | 30 | THU. | N | 10,220 | 12.2 | 20 | 202 | 99 | SHAPING UP | | 9:30 | 30 | TUE. | A | 17,180 | 20.5 | 31 | 205 | 99 |
| DUKES OF HAZZARD | | 8:00 | 60 | FRI. | C | 10,730 | 12.8 | 22 | 202 | 99 | SIMON & SIMON | | 9:00 | 60 | THU. | C | 17,350 | 20.7 | 33 | 202 | 97 |
| FACTS OF LIFE | | 9:00 | 30 | WED. | N | 15,750 | 18.8 | 30 | 195 | 98 | 60 MINUTES | | 7:00 | 60 | SUN. | C | 15,000 | 17.9 | 35 | 205 | 99 |
| FALL GUY | | 8:00 | 60 | WED. | A | 14,250 | 17.0 | 28 | 207 | 99 | SMURFS SPRINGTIME SPECIAL(S) | | 8:00 | 30 | FRI. | N | 8,550 | 10.2 | 18 | 189 | 96 |
| FAMILY TIES | | 8:30 | 30 | THU. | N | 11,820 | 14.1 | 23 | 189 | 91 | SPECIAL MOVIE PRSNT-FRI(S) | | 9:00 | 120 | FRI. | C | 16,090 | 19.2 | 34 | 203 | 98 |
| FANTASY ISLAND | | 10:00 | 60 | SAT. | A | 10,810 | 12.9 | 24 | 206 | 99 | SPECIAL MOVIE PRSNT-SUN(S) | | 8:00 | 180 | SUN. | C | 8,380 | 10.0 | 17 | 201 | 99 |
| FATHER MURPHY | | 7:00 | 60 | SUN. | N | 3,850 | 4.6 | 9 | 150 | 82 | T.J. HOOKER | | 8:00 | 60 | SAT. | A | 12,320 | 14.7 | 27 | 202 | 99 |
| FINE ROMANCE(S) | | 10:30 | 30 | TUE. | C | 5,110 | 6.1 | 11 | 196 | 97 | THAT'S INCREDIBLE | | 8:00 | 60 | THU. | A | 10,060 | 12.0 | 20 | 192 | 96 |
| FOUL UPS, BLEEPs-BLUNDERS | | 8:00 | 30 | TUE. | A | 12,910 | 15.4 | 25 | 202 | 98 | THREE'S COMPANY | | 9:00 | 30 | TUE. | A | 17,260 | 20.6 | 31 | 205 | 99 |
| GIMME A BREAK | | 8:00 | 30 | THU. | N | 12,070 | 14.4 | 24 | 188 | 90 | 20/20 | | 10:00 | 60 | THU. | A | 13,830 | 16.5 | 28 | 202 | 99 |
| HARDCASTLE & MCCORMICK | | 8:00 | 60 | SUN. | A | 12,820 | 15.3 | 26 | 201 | 99 | TWO MARRIAGES | | 9:00 | 60 | THU. | A | 9,890 | 11.8 | 19 | 190 | 95 |
| HART TO HART | | 10:00 | 60 | TUE. | A | 14,750 | 17.6 | 30 | 203 | 99 | WEBSTER | | 8:30 | 30 | FRI. | A | 13,410 | 16.0 | 27 | 201 | 98 |
| HILL STREET BLUES | | 10:00 | 60 | THU. | N | 12,650 | 15.1 | 26 | 212 | 99 | WHIZ KIDS | | 8:00 | 60 | SAT. | C | 6,120 | 7.3 | 13 | 188 | 96 |
| IT'S FLASHBEAGLE C. BROWN(S) | | 8:00 | 30 | MON. | C | 14,580 | 17.4 | 27 | 205 | 99 | NUMBER OF PROGRAMS | | 88 | | | | | | | | |
| JENNIFER SLEPT HERE | | 8:30 | 30 | SAT. | N | 10,640 | 12.7 | 23 | 197 | 98 | | | | | | | | | | | |

Δ Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 16-22, 1984 4

| Program Name | New York Time | | | | NIELSEN AVERAGE | | | | No. Sta. | Prog. Covg. | Program Name | New York Time | | | | NIELSEN AVERAGE | | | | No. Sta. | Prog. Covg. |
|-------------------------|---------------|-----|---------|---|------------------|-----|---------|----------|----------|------------------------|--------------|---------------|------|------------------|-------|-----------------|----|-----|----|----------|-------------|
| | Duration | Day | Ntwk | | Households (000) | % | Share % | Duration | | | | Day | Ntwk | Households (000) | % | Share % | | | | | |
| LATE FRINGE | | | | | | | | | | | | | | | | | | | | | |
| ABC NEWS-NIGHTLINE | 11:30 | 30 | M-F | A | 4,860 | 5.8 | 16 | 192 | 96 | NEWSBREAK-11.57 | 11:57 | 02 | M-F | C | 6,870 | 8.2 | 31 | 187 | 93 | | |
| ABC WEEKEND REPORT-SAT. | 11:00 | 15 | SAT. | A | 3,940 | 4.7 | 10 | 160 | 87 | NEWSBREAK-3.57 | 3:57 | 02 | M-F | C | 5,530 | 6.6 | 20 | 191 | 95 | | |
| ABC WEEKEND REPORT-SUN. | 11:28 | 15 | SUN. | A | 3,020 | 3.6 | 10 | 163 | 90 | ONE LIFE TO LIVE | 2:00 | 60 | M-F | A | 5,870 | 7.0 | 24 | 204 | 99 | | |
| CBS NEWS NIGHTWATCH-1 | 2:00 | 30 | M-THSUC | | 1,010 | 1.2 | 13 | 69 | 68 | PRESS YOUR LUCK | 10:30 | 30 | M-F | C | 4,270 | 5.1 | 20 | 158 | 82 | | |
| CBS NEWS NIGHTWATCH-2 | 2:30 | 210 | M-THSUC | | 1,010 | 1.2 | 23 | 105 | 89 | PRICE IS RIGHT 1 | 11:00 | 30 | M-F | C | 5,450 | 6.5 | 26 | 202 | 99 | | |
| CBS SUNDAY NEWS-OSGOOD | 11:00 | 15 | SUN. | C | 3,690 | 4.4 | 9 | 131 | 69 | PRICE IS RIGHT 2 | 11:30 | 30 | M-F | C | 7,540 | 9.0 | 35 | 202 | 99 | | |
| DAVID LETTERMAN I | 12:30 | 30 | M-TH | N | 2,510 | 3.0 | 15 | 187 | 96 | RYAN'S HOPE | 12:30 | 30 | M-F | A | 4,110 | 4.9 | 18 | 176 | 94 | | |
| DAVID LETTERMAN II | 1:00 | 30 | M-TH | N | 1,680 | 2.0 | 13 | 187 | 96 | SALE OF THE CENTURY | 10:30 | 30 | M-F | N | 4,860 | 5.8 | 23 | 159 | 86 | | |
| EYE ON HOLLYWOOD | 12:00 | VAR | M-F | A | 1,420 | 1.7 | 6 | 123 | 71 | SEARCH FOR TOMORROW | 12:30 | 30 | M-F | N | 2,850 | 3.4 | 12 | 157 | 78 | | |
| FRIDAY NIGHT VIDEOS | 12:30 | 90 | FRI. | N | 3,020 | 3.6 | 17 | 199 | 98 | TATTLTALES | 4:00 | 30 | M-F | C | 2,850 | 3.4 | 10 | 112 | 62 | | |
| LATE MOVIE I | 11:30 | VAR | M-F | C | 5,030 | 6.0 | 20 | 173 | 89 | TODAY SHOW-7.30AM | 7:30 | 30 | M-F | N | 3,520 | 4.2 | 19 | 204 | 99 | | |
| LATE MOVIE II | VAR | VAR | M-F | C | 3,270 | 3.9 | 21 | 173 | 89 | TODAY SHOW-8.30AM | 8:30 | 30 | M-F | N | 3,940 | 4.7 | 19 | 204 | 99 | | |
| NBC LATE NIGHT MOVIE | 11:30 | 120 | SUN. | N | 840 | 1.0 | 5 | 73 | 43 | \$25,000 PYRAMID | 10:00 | 30 | M-F | C | 4,190 | 5.0 | 20 | 169 | 88 | | |
| SATURDAY NIGHT | 11:30 | 73 | SAT. | N | 6,540 | 7.8 | 23 | 204 | 99 | WHEEL OF FORTUNE | 11:00 | 30 | M-F | N | 6,620 | 7.9 | 31 | 206 | 99 | | |
| TONIGHT SHOW | 11:30 | 60 | M-F | N | 5,700 | 6.8 | 21 | 207 | 99 | YOUNG AND THE RESTLESS | 12:30 | 60 | M-F | C | 6,540 | 7.8 | 28 | 206 | 99 | | |
| NUMBER OF PROGRAMS 15 | | | | | | | | | | NUMBER OF PROGRAMS 40 | | | | | | | | | | | |

WEEKDAY DAYTIME

| | | | | | | | | | |
|---------------------------|-------|--------|---|--|-------|-----|----|-----|----|
| ABC DAYTIME NEWSBRIEF-M-F | 1:57 | 02 M-F | A | | 6,120 | 7.3 | 23 | 191 | 96 |
| ABC WORLD NEWS-MORN-615A | 6:15 | 15 M-F | A | | 1,170 | 1.4 | 15 | 95 | 72 |
| ABC WORLD NEWS-MORN-645A | 6:45 | 15 M-F | A | | 1,930 | 2.3 | 16 | 155 | 87 |
| ALL MY CHILDREN | 1:00 | 60 M-F | A | | 6,790 | 8.1 | 26 | 206 | 99 |
| ANOTHER WORLD | 2:00 | 60 M-F | N | | 4,530 | 5.4 | 19 | 203 | 99 |
| AS THE WORLD TURNS | 1:30 | 60 M-F | C | | 6,290 | 7.5 | 25 | 204 | 99 |
| BENSON DAYTIME | 11:00 | 30 M-F | A | | 3,350 | 4.0 | 16 | 178 | 90 |
| CAPITOL | 2:30 | 30 M-F | C | | 5,200 | 6.2 | 22 | 193 | 96 |
| CBS EARLY MORNING NEWS | 6:30 | 30 M-F | C | | 1,340 | 1.6 | 16 | 133 | 89 |
| CBS MORNING NEWS 1 | 7:30 | 30 M-F | C | | 2,680 | 3.2 | 14 | 194 | 99 |
| CBS MORNING NEWS 2 | 8:30 | 30 M-F | C | | 2,770 | 3.3 | 14 | 195 | 99 |
| DAYS OF OUR LIVES | 1:00 | 60 M-F | N | | 6,370 | 7.6 | 24 | 207 | 99 |
| DREAM HOUSE | 11:30 | 30 M-F | N | | 4,270 | 5.1 | 20 | 182 | 91 |
| EDGE OF NIGHT | 4:00 | 30 M-F | A | | 2,680 | 3.2 | 10 | 126 | 70 |
| FACTS OF LIFE M-F | 10:00 | 30 M-F | N | | 4,530 | 5.4 | 21 | 152 | 89 |
| FAMILY FEUD | 12:00 | 30 M-F | A | | 4,020 | 4.8 | 18 | 174 | 87 |
| GENERAL HOSPITAL | 3:00 | 60 M-F | A | | 7,290 | 8.7 | 27 | 206 | 99 |
| GOOD MORNING, AMERICA-730 | 7:30 | 30 M-F | A | | 4,440 | 5.3 | 24 | 206 | 99 |
| GOOD MORNING, AMERICA-830 | 8:30 | 30 M-F | A | | 4,940 | 5.9 | 24 | 204 | 99 |
| GUIDING LIGHT | 3:00 | 60 M-F | C | | 6,540 | 7.8 | 25 | 203 | 99 |
| HOT POTATO | 12:00 | 30 M-F | N | | 2,770 | 3.3 | 12 | 151 | 72 |
| LOVING | 11:30 | 30 M-F | A | | 3,440 | 4.1 | 16 | 199 | 96 |
| MATCH GM/HOLLYWOOD SQS HR | 3:00 | 60 M-F | N | | 3,350 | 4.0 | 13 | 156 | 78 |
| NBC NEWS AT SUNRISE | 6:30 | 30 M-F | N | | 1,510 | 1.8 | 13 | 169 | 90 |
| NBC NEWS DIGEST-DAYTIME | 2:57 | 01 MWF | N | | 3,850 | 4.6 | 16 | 199 | 98 |

WEEKEND DAYTIME

| | | | | | | | | | |
|------------------------------|-------|----------|---|--|-------|-----|----|-----|----|
| ABC WEEKEND SPECIALS | 12:00 | 30 SAT. | A | | 3,690 | 4.4 | 16 | 185 | 93 |
| ABC WIDE WORLD-SPORTS SAT | 5:00 | 90 SAT. | A | | 6,030 | 7.2 | 17 | 200 | 98 |
| ALVIN AND THE CHIPMUNKS | 10:30 | 30 SAT. | N | | 6,200 | 7.4 | 27 | 202 | 97 |
| AMERICAN BANDSTAND | 12:30 | 60 SAT. | A | | 2,850 | 3.4 | 12 | 170 | 86 |
| AMERICAN SPORTSMAN | 1:59 | 30 SUN. | A | | 3,100 | 3.7 | 11 | 163 | 83 |
| BENJIZAX & THE-PRINCE | 12:30 | 30 SAT. | C | | 2,510 | 3.0 | 10 | 152 | 73 |
| BEST OF SCOOPY DOO | 11:30 | 30 SAT. | A | | 3,770 | 4.5 | 16 | 191 | 95 |
| BISKITTS | 12:00 | 30 SAT. | C | | 2,770 | 3.3 | 12 | 152 | 73 |
| BUGS BUNNY/ROAD RUNNER 1 | 10:30 | 30 SAT. | C | | 4,110 | 4.9 | 18 | 200 | 98 |
| BUGS BUNNY/ROAD RUNNER 2 | 11:00 | 30 SAT. | C | | 4,780 | 5.7 | 20 | 196 | 97 |
| BUGS BUNNY/ROAD RUNNER 3 | 11:30 | 30 SAT. | C | | 4,440 | 5.3 | 19 | 185 | 93 |
| CAPTAIN KANGAROO-SAT | 7:00 | 60 SAT. | C | | 1,090 | 1.3 | 13 | 130 | 84 |
| CBS CHILDREN'S FILM FEST. | 1:30 | 30 SAT. | C | | 1,510 | 1.8 | 6 | 117 | 61 |
| CHARLIE BROWN&SNOOPY SHOW | 8:00 | 30 SAT. | C | | 1,930 | 2.3 | 15 | 184 | 94 |
| DUNGEONS AND DRAGONS | 9:30 | 30 SAT. | C | | 4,270 | 5.1 | 21 | 195 | 98 |
| FACE THE NATION | 10:30 | 30 SUN. | C | | 2,010 | 2.4 | 9 | 135 | 88 |
| FLINTSTONE FUNNIES | 8:00 | 30 SAT. | N | | 2,680 | 3.2 | 21 | 196 | 96 |
| HERITAGE GOLF CLASSIC-SAT(S) | 2:00 | 90 SAT. | C | | 3,600 | 4.3 | 15 | 187 | 97 |
| HERITAGE GOLF CLASSIC-SUN(S) | 3:30 | 150 SUN. | C | | 5,700 | 6.8 | 19 | 198 | 99 |
| IN THE NEWS- 8.26AM | 8:26 | 03 SAT. | C | | 1,760 | 2.1 | 13 | 184 | 94 |
| IN THE NEWS- 9.56AM | 9:56 | 03 SAT. | C | | 3,690 | 4.4 | 18 | 196 | 98 |
| IN THE NEWS-10.26AM | 10:26 | 03 SAT. | C | | 3,940 | 4.7 | 18 | 190 | 96 |
| IN THE NEWS-11.56AM | 11:56 | 03 SAT. | C | | 3,850 | 4.6 | 16 | 185 | 93 |
| IN THE NEWS-12.26PM | 12:26 | 03 SAT. | C | | 2,680 | 3.2 | 11 | 152 | 73 |
| IN THE NEWS-12.56PM | 12:56 | 03 SAT. | C | | 2,260 | 2.7 | 9 | 152 | 73 |

A Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

APRIL 16-22, 1984 6

| Program Name | New York Time | | | Ntwk | NIELSEN AVERAGE AUDIENCE | | | No. Sta. | Prog. Covg. |
|-----------------------------|---------------|----------|------------------|-------|--------------------------|---------|-----|----------|-------------|
| | Duration | Day | Households (000) | | Share % | Share % | | | |
| WEEKEND DAYTIME (CONT) | | | | | | | | | |
| IN THE NEWS- 1.26PM | 1:26 | 03 SAT. | C | 2,010 | 2.4 | 8 | 141 | 72 | |
| LITTLES | 10:30 | 30 SAT. | A | 3,350 | 4.0 | 15 | 197 | 96 | |
| MEET THE PRESS | 12:30 | 30 SUN. | N | 2,180 | 2.6 | 9 | 180 | 97 | |
| MENUDO-10:25AM | 10:25 | 04 SAT. | A | 3,350 | 4.0 | 15 | 200 | 99 | |
| MENUDO-11:55AM | 11:55 | 04 SAT. | A | 3,940 | 4.7 | 17 | 191 | 95 | |
| MR. T | 11:00 | 30 SAT. | N | 5,610 | 6.7 | 24 | 203 | 96 | |
| MONCHHICHIS | 8:00 | 30 SAT. | A | 2,680 | 3.2 | 21 | 188 | 95 | |
| NBA PLAYOFF GAME-SAT(S) | 3:30 | 158 SAT. | C | 4,360 | 5.2 | 14 | 194 | 98 | |
| NBA PLAYOFF GAME-1 | 1:00 | 150 SUN. | C | 6,540 | 7.8 | 24 | 198 | 99 | |
| NBC MAJOR LEAGUE PRE GAME | 3:02 | 16 SAT. | N | 5,110 | 6.1 | 21 | 205 | 99 | |
| NBC MAJOR LEAGUE BASEBALL | 3:18 | 198 SAT. | N | 6,370 | 7.6 | 20 | 204 | 98 | |
| NEW FAT ALBERT SHOW | 1:00 | 30 SAT. | C | 2,180 | 2.6 | 9 | 141 | 71 | |
| NEW SCOOPY & SCRAPPY DOO | 9:00 | 30 SAT. | A | 3,600 | 4.3 | 20 | 199 | 99 | |
| NUTRASWEET WTA CHAMP-SAT(S) | 1:30 | 92 SAT. | N | 2,260 | 2.7 | 10 | 171 | 87 | |
| NUTRASWEET WTA CHAMP-SUN(S) | 2:30 | 120 SUN. | N | 2,770 | 3.3 | 10 | 181 | 90 | |
| ONE TO GROW ON-8:28AM | 8:28 | 02 SAT. | N | 3,020 | 3.6 | 22 | 196 | 96 | |
| ONE TO GROW ON-8:58AM | 8:58 | 02 SAT. | N | 3,600 | 4.3 | 22 | 198 | 98 | |
| ONE TO GROW ON-10:28AM | 10:28 | 02 SAT. | N | 6,540 | 7.8 | 30 | 209 | 99 | |
| ONE TO GROW ON-10:58AM | 10:58 | 02 SAT. | N | 5,870 | 7.0 | 25 | 202 | 97 | |
| ONE TO GROW ON-12:28PM | 12:28 | 02 SAT. | N | 3,440 | 4.1 | 14 | 153 | 73 | |
| | | | | | | | | | |
| PAC-MAN | 9:30 | 30 SAT. | A | 3,520 | 4.2 | 17 | 200 | 99 | |
| PRO BOWLERS TOUR | 3:30 | 90 SAT. | A | 5,450 | 6.5 | 18 | 182 | 94 | |
| PUPPY-FURTHER ADVENTURES | 11:00 | 30 SAT. | A | 3,600 | 4.3 | 15 | 197 | 96 | |
| RASCALS/RICHIE RICH | 8:30 | 30 SAT. | A | 3,350 | 4.0 | 21 | 195 | 98 | |
| RUBIK, THE AMAZING CUBE | 10:00 | 30 SAT. | A | 3,690 | 4.4 | 17 | 199 | 99 | |
| SATURDAY SUPERCAD | 8:30 | 60 SAT. | C | 2,850 | 3.4 | 17 | 192 | 95 | |
| SCHOOLHOUSE ROCK-8:25AM | 8:25 | 04 SAT. | A | 3,440 | 4.1 | 25 | 188 | 95 | |
| SHIRT TALES | 8:30 | 30 SAT. | N | 3,520 | 4.2 | 22 | 198 | 98 | |
| SMURFS I | 9:00 | 30 SAT. | N | 4,860 | 5.8 | 26 | 210 | 99 | |
| SMURFS II | 9:30 | 30 SAT. | N | 5,870 | 7.0 | 29 | 209 | 99 | |
| SMURFS III | 10:00 | 30 SAT. | N | 6,700 | 8.0 | 31 | 210 | 99 | |
| SPIDERMAN/HULK 1 | 11:30 | 30 SAT. | N | 3,850 | 4.6 | 16 | 153 | 73 | |
| SPIDERMAN/HULK 2 | 12:00 | 30 SAT. | N | 3,770 | 4.5 | 16 | 152 | 73 | |
| SPORTSBEAT | 3:00 | 30 SAT. | A | 1,680 | 2.0 | 6 | 152 | 83 | |
| SPORTSWORLD | 4:30 | 90 SUN. | N | 3,440 | 4.1 | 11 | 179 | 93 | |
| SUNDAY MORNING | 9:00 | 90 SUN. | C | 3,850 | 4.6 | 20 | 169 | 95 | |
| TARZAN LORD OF-JUNGLE | 10:00 | 30 SAT. | C | 3,440 | 4.1 | 16 | 190 | 96 | |
| THIS WEEK-DAVID BRINKLEY | 11:30 | 60 SUN. | A | 3,270 | 3.9 | 14 | 174 | 95 | |
| THUNDARR(B) | 12:30 | 30 SAT. | N | 3,520 | 4.2 | 15 | 125 | 68 | |
| USFL FOOTBALL | 2:30 | 221 SUN. | A | 5,360 | 6.4 | 18 | 189 | 95 | |
| NUMBER OF PROGRAMS 65 | | | | | | | | | |

A Partial time interruption within program.

* Excludes delays which occurred after the week covered by this report.

(B) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 83,800,000

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